

Increasing the online activation and touch points to effectively reach out to customers.

Designing Strategy for Market research and developing new Channels to reach customers.

Criticality: Essential
priority
76% Impact credit

SCOPE - Gaps addressed

No direct customer reach, they only rely on portals and trade channels for potential orders.

N-TEX is not being able to effectively position themselves in the market.

Introduction

Any business transactions, be it B2C or B2B market needs a customer. So, it becomes very important for any kind of business to understand their prospective customers and this can be done by knowing the customer segment where the company will position its product to be sold to the customers.

Here comes the role a Designer who should be equipped with the tools to understand the user and its environment to conduct a market research to identify what the customers need and what are gaps in the market that could be fulfilled by the existing or a new product or service.

To design an effective market research strategy we need first understand the **B2B purchase journey** as there are several factors that differentiate it from a B2C transaction.

B2B purchase Cycle

The **need for the purchase is described and quantified** on the basis of the impact that it will make on the business.

The **evaluation criterion** for the required product are thoroughly decided. Major evaluation parameter are

- Durability
- Product performance
- Price
- One time delivery
- Customer service
- Return policy
-

The **sales and purchase cycle is longer.**

Purchase channels involved in the purchase cycle range from offline to online interfaces.

- Referral enquiry.
- Trading portals
- Exhibition
- Social media (80% of B2B leads come from LinkedIn. [\(LinkedIn\)](#))
- Print media
- web searches- web sites

SACK PRINTER

Rotary Flexographic High Performance Sack Printing Machine



Available from single colour up to six colours

For printing on HDPE wovensacks, PP wovensacks, Jute Bags, Paper bags, Textile Bags, Jumbo Bags.

Salient features

We offer you certain features listed below which no other manufacturer in India can offer.

- The ink supply adjustment is a worm and worm gear system (as in German machines) which enables fine adjustment of supply of ink and moreover it is self-locking and hence easy to operate.
- The pressure roller has pressure adjustment on both ends which ensures a zero-zero print on the sack. The total pressure can be minutely adjusted by worm and worm screw.
- The drive roller for the endless conveyor belt are crowned which eliminates the movement of belt sideways.
- The machine is driven by complete helical gear drive instead of chain drive which ensures zero-zero print registration.
- Easy to lock, easy to remove ink trays, moreover the ink trays are made of brass which is paint and ink resistant.
- The 2nd, 3rd and 4th station main drums can be laterally adjusted for accurate adjustments sideways. For ex.                                                                       
- The 2nd, 3rd and 4th station main drums can be disconnected when not in use by moving a knob in the anti-clockwise direction.
- The machine is supplied with a three-step pulley to obtain three speeds of 1600/1950/2500 bags/hr.
- The machines are heavier in weight and hence it is extremely sturdy even at high speed of 2500-2600 bags/hr.
- The machine is provided with Bag Gripper to ensure smooth movement of the bags
- Optional features include an AC variable speed drive to run machine at any speeds and a digital counter with optical sensor for easy counting

SPECIFICATION

Sack Printer 750 MX

To print on Width - min 10" max 28" & Length - min 15" max 45"
Output 1600 sacks to 2600 sacks per hour (3 speeds)

Floor Area	Single	Double	Triple	Four	Five	Six
Length	8'	11'	14'	17'	20'	23'
Width	5'	5'	5'	5'	5'	5'
Height	5'	5'	5'	5'	5'	5'
Weight (Approx)	1,400 KG	2,000 KG	2,800 KG	3,500 KG	4,200 KG	5,100 KG
Power	2 HP	2 HP	3 HP	5 HP	5 HP	7.5 HP

Sack Printer 1450 MX (Jumbo Printer)

To print on width - min 10" max 57" & Length - min 15" max 82"
Output 1200 sacks to 1700 sacks per hour

Floor Area	Single	Double	Triple	Four
Length	10'	14'	18'	22'
Width	8'	8'	8'	8'
Height	5.5'	5.5'	5.5'	5.5'
Weight (Approx)	2,100 KG	3,500 KG	5,000 KG	7,000 KG
Power	3 HP	3 HP	5 HP	7.5 HP

One of the insights gathered during our research indicates that most of the products listed on the web trading portals lack well designed product description information pages (product feature/ product description sheet, specification sheet)

80% of buyers note the importance of credible product details and information, as well as an easy-to-use website. 75% would buy again from the same supplier because of omnichannel features. [\(The Future of Commerce\)](#)

Scope of Work

Lot of researches suggest that in this internet age **web activation of any B2B is imperative** for increasing the reach to its customers.

71% of B2B researchers start their research with a generic search.

96% of B2B buyers want content with more input from industry thought leaders. ([Demand Gen Report](#))

67% of B2B marketers say they see at least a 10% increase in sales opportunities through lead nurturing, with 15% seeing opportunities increase by 30% or more. ([Demand Gen Report](#))

55% of B2B buyers say they search for product/vendor information on social media. ([InsideView](#))

70% of B2B buyers and researchers are watching videos throughout their entire purchase process. ([Google](#))

59% of buyers prefer to do research online instead of interacting with a sales rep because the rep pushes a sales agenda rather than helps solve a problem. ([Forrester](#))

31% of B2B buyers want to research and buy online unassisted, with the option to receive phone support if any issues arise. 10.5% want to complete the process entirely on their own with no sales assistance, while 12.5% still want someone to walk them through the process directly. ([Brafton](#))

Buyers are most willing to register for and share information about themselves in exchange for white papers (76%), eBooks (63%), and webinars (79%). ([DemandGen Report](#))

The mentioned research clearly establishes the scope of taking up this proposal under essential priority of things, which can directly impact the reach of their business.

Google flexographic printing machine manufacturer

Rating Hours

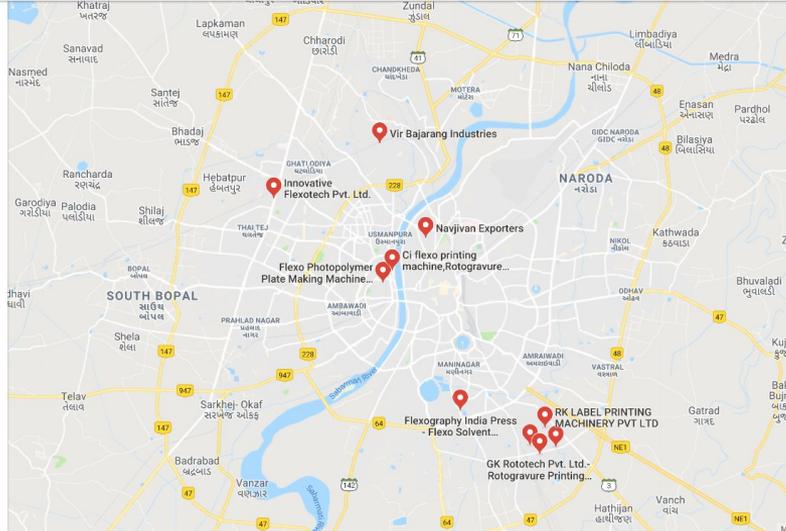
R.K. LABEL PRINTING MACHINERY PVT
5.0 ★★★★★ (5) - Custom Lab...
Plot No. 200, 201, Pushpak Industri...
099251 71887
Open - Closes 7:35PM
They manufacture the best machines in the industry. By fa...

Ci flexo printing machine, Rotogravure Printing
1.0 ★★★★★ (1) - Machining ...
B 200-102, Alma House, Ashram...
096246 92000
Open - Closes 9PM

Flexography India Press - Flexo Solvent Recycli
4.5 ★★★★★ (4) - Commercial...
16, Maha Laxmi Shopping Center...
096244 92365
Open - Closes 8PM

Innovative Flexotech Pvt. Ltd.
2.3 ★★★★★ (3) - Commercial...
435, Patel Avenue, Opp. Grand Bh...
098240 96180
Open 24 hours
Services and support excellence on time machine...

S K ENGEIMECH PVT LTD
5.0 ★★★★★ (3) - Manufacturer



R.K. LABEL PRINTING MACHINERY PVT
5.0 ★★★★★ (5) - Custom Lab...
Plot No. 200, 201, Pushpak Indust...
099251 71887
Open - Closes 7:35PM
They manufacture the best machines in the industry. By f...

WEBSITE DIRECTIONS

Ci flexo printing machine, Rotogravure Printing
1.0 ★★★★★ (1) - Machining ...
B 200-102, Alma House, Ashram...
096246 92000
Open - Closes 9PM

WEBSITE DIRECTIONS

Flexography India Press - Flexo Solvent Recycli
4.5 ★★★★★ (4) - Commercial...
16, Maha Laxmi Shopping Center...
096244 92365
Open - Closes 8PM

WEBSITE DIRECTIONS

Innovative Flexotech Pvt. Ltd.
2.3 ★★★★★ (3) - Commercial...
435, Patel Avenue, Opp. Grand B...
098240 96180
Open 24 hours
Services and support excellence on time machine...

WEBSITE DIRECTIONS

S K ENGEIMECH PVT LTD
5.0 ★★★★★ (3) - Manufacturer
7 DEV ESTATE, OPP PUSHKAR...
099983 04820
Open - Closes 7:30PM
The best quality flexographic printing machine...

WEBSITE DIRECTIONS

G K Rototech Pvt. Ltd. - Rotogravure Printing Machine
No reviews - Manufacturer
21, Samir Industrial Estate, Nr. Ish...
098250 56548
Open - Closes 7PM

WEBSITE DIRECTIONS

Vir Bajarang Industries
No reviews - Manufacturer
No. 113/3/4, Sabarmati Textile Es...
097234 60076
Open - Closes 6PM

WEBSITE DIRECTIONS

Innovative Flexotech Pvt. Ltd.
5.0 ★★★★★ (1) - Machine Co...
Plot 6/2 10 Sumukh Industrial Est...
083470 03307
Open - Closes 7PM

WEBSITE DIRECTIONS

Ishan International
5.0 ★★★★★ (2) - Screen Print...
B 302, Alma House, Opp. Old Rbl...
096246 92000
Open - Closes 7PM

WEBSITE DIRECTIONS

Flexo Photopolymer Plate Making Equipr
No reviews - Chemical Manufact...
42, 5th Floor, Sanidhya Building, ...
079 6541 4805
Open - Closes 7PM

WEBSITE DIRECTIONS

Navjivan Exporters
2.8 ★★★★★ (6) - Exporter
4, Shastri Laghu Udyog Nagar, N...
079 2562 2453
Open now

WEBSITE DIRECTIONS

N-TEX does not have any presence on the first two pages of the search results.

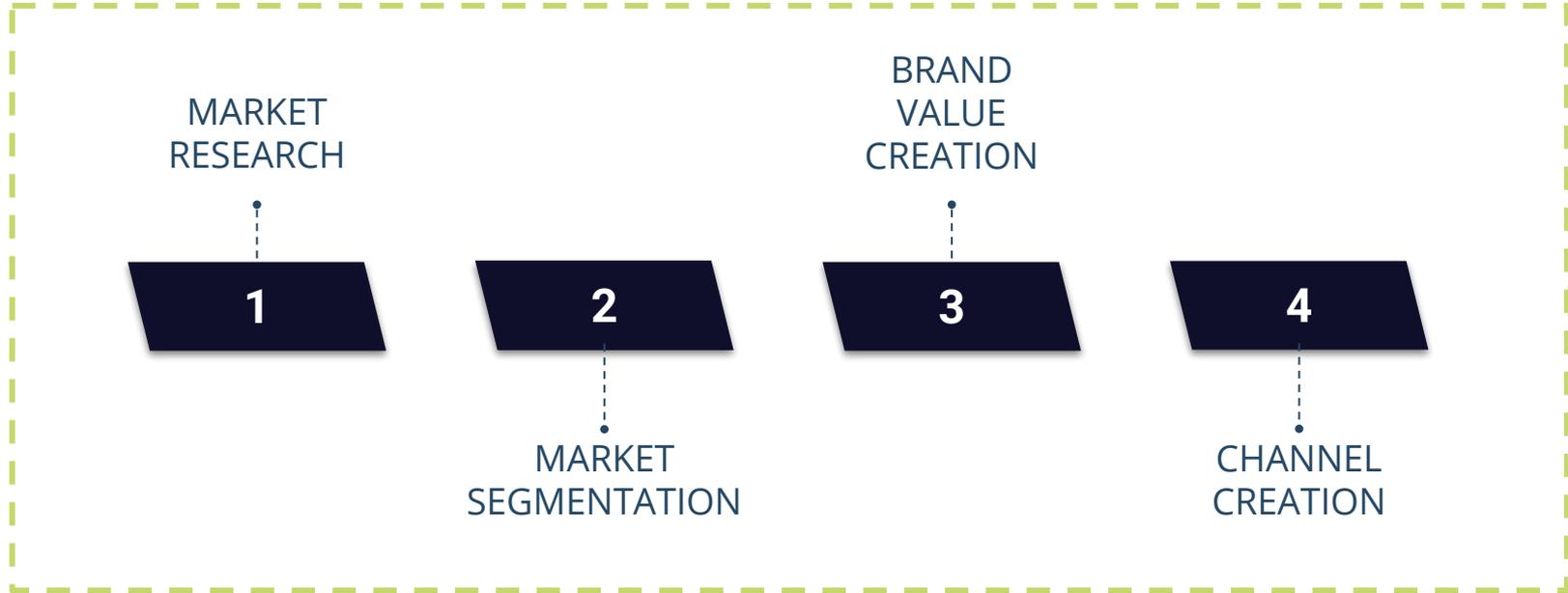
To validate on the scope of study and also establish the fact, we did a short web search test on the status of Ntex on the online media which came out to be very displeasing as NTEX was not at all visible on the search result page while searching for "flexographic printing machine manufacturer" due to poor SEO.

The **Primary research** also suggests the need of working on the marketing decisions as implied from the marketing challenges and criticality levels of the same. The company also understands the need of market research and product positioning and they are willing to allocate budgets to this activity.

Design Audit Parameters	Marketing Decision
Categories	Marketing
Credits	76%
Priority Levels	Essential priority

The **Design audit** also helped us in deciding to take up Marketing research and channels as it belonged to the essential priority on the criticality and impact scale for the business.

MARKETING DECISION				
Parameters	Sub parameters	Scope/Priority	Impact	Credits
Marketing Channel	Exhibitions	5	5	100%
	Linked in	4	3	70%
	Trade india, India mart	3	4	70%
	Print Media	3	2	50%
	Web Ads	4	4	80%
	Website	4	3	70%
	Digital marketing	4	3	70%
	Cummulative Average Credit			73%
Marketing Content	Digital marketing content (creatives)	3	2	50%
	Emailers	3	2	50%
	Blog post on R&D	3	2	50%
	Machine specific Videos	5	4	90%
	Web Media Banners/illustration	3	3	60%
	Exhibition Campaign	3	4	70%
	Market activity updates- Seminars attende	4	4	80%
	Cummulative Average Credit			64%
Market research and Analysis	Trend Study	5	5	100%
	Competitors Analysis	5	5	100%
	Google analytics- Keywords	4	5	90%
	Market survey	4	3	70%
		Cummulative Average Credit		
ROI Analysis	Revenue	4	4	80%
	Customer Experience	4	5	90%
	Organizational Learning	3	3	60%
	Process improvement	4	4	80%
		Cummulative Average Credit		
Cummulative Average Credit				76%



Project Methodology

- Market research phase

- a. This phase will firstly include **understanding the present process flow** within the organization.
- b. How differently they operate as compared to the competition.
- c. **Industry forces study**- competitor, new entrant and stakeholders analysis.
- d. Study the **prospects of the existing technology** and the relevancy of the same with respect to the evolving trends.
- e. Understand, where is the **customer landscape is shifting** and the marketing is heading?

- Duration

3 weeks

- Deliverables

- Report on Internal operational challenges and comparison pointers with respect to there competing technologies.
- Trend report with customer research analysis- evaluating there current business direction (product, pricing and technology) w.r.t the upcoming trends (including technology, cultural, regulatory, socio economic trends).

Benefit: This phase of research will **validate the approach of the business and also direct the future** of the business investments and expansion/pivoting plans.

Project Methodology

- Market segmentation Study

- a. Study the **customer base, the biggest growing market**, and the declining segments.
- b. Understand the **needs and demands of the customers** by studying the sales and usage patterns.

- Duration

2 weeks

- Deliverable

-Segmentation, targeting and positioning matrix for coming years basis the studied trends and customer requirements.

Benefit: This will help the company **target the users** and then decide on their product and service offerings and **position them** aptly according to there pricing and features.

Project Methodology

- Brand value creation

- a. **Brand Identity creation** with emphasis on the 4 decade since establishment and industry expertise.
- b. Formulating the features and **service structure** within the existing infrastructure.

- Duration

3 weeks

- Deliverables

- Collaterals with additional graphic representation of 40 years presence in the industry.
- Service structure for new feature additions.

Benefit: This will provide them with the **Brand leverage point** and can increase their credibility in the market. Also, new service features will set them apart from their competitors and increase their **revenue opportunity**.

Project Methodology

- Channel creation

- a. Identify the opportunities to **create newer channels and the customer engagement** plan according to the available customer activity data.
- b. Working on the requirement such as **key partners, resources and activities** for creating newer channels.
- c. Designing **new product specification sheet** which is more visually informative.
- d. **Creating Blog and white paper reports** for engaging with customers on regular basis. (B2B companies that blogged 11+ times per month got about 3.75X as many leads as those blogging 0 - 3 times per month. ([HubSpot](#)))
- e. Working on quality video production.

- Duration

3 weeks

- Deliverables

- New designed Product specification widow.
- Blog content creation manual and design template.
- Concept Video.

Benefit: This will create **newer interaction channels** and bring up the customer engagement making the brand more visible on multiple channels.